

**Amendments to the Claims**

This listing of claims will replace all prior versions of claims in the application.

**Listing of Claims:**

1. (currently amended) A method of facilitating wireless communication device awareness of the availability of new server-side applications, said method comprising:

in response to a new application being made available at a server, automatically transmitting a message over a wireless connection to a set of wireless communications devices indicating that said new application is available,

wherein said set of wireless communications devices is one of a plurality of predefined groups of multiple wireless communications devices in communication with said server, said one predefined group being selected from said plurality, wherein said automatically transmitting is only performed for a selected one[[s]] of said predefined groups,

wherein said automatically transmitting is conditional upon said new application being added to a group of applications associated with the selected one of said predefined groups of wireless communications devices.

2. (cancelled)

3. (cancelled)

4. (cancelled)
5. (cancelled)
6. (cancelled)
7. (original) The method of claim 1 wherein said message is an eXtenstible Markup Language (XML) message.
8. (original) The method of claim 1 wherein said message includes a list of applications presently available to said set of wireless communications devices.
9. (currently amended) A server comprising a processor and memory in communication with said processor storing machine-executable code adapting said server to:

in response to a new application being made available at said server, automatically transmit a message over a wireless connection to a set of wireless communications devices indicating that said new application is available,

wherein said set of wireless communications devices is one of a plurality of predefined groups of multiple wireless communications devices in communication with said server, said one predefined group being selected from said plurality, wherein said automatically transmitting is only performed for a selected one[[s]] of said predefined groups,

wherein said automatically transmitting is conditional upon said new application

being added to a group of applications associated with the selected one of said predefined groups of wireless communication devices.

10. (cancelled)

11. (cancelled)

12. (cancelled)

13. (cancelled)

14. (cancelled)

15. (original) The server of claim 9 wherein said message is an eXtenstible Markup Language (XML) message.

16. (original) The server of claim 9 wherein said message includes a list of applications presently available to said set of wireless communications devices.

17. (currently amended) A non-transitory machine-readable medium storing machine-executable code which, upon execution by a processor of a computing device, causes said device to:

in response to a new application being made available at a server, automatically transmit a message over a wireless connection to a set of wireless communications devices indicating that said new application is available,

wherein said set of wireless communications devices is one of a plurality of

predefined groups of multiple wireless communications devices in communication with said server, said one predefined group being selected from said plurality, wherein said automatically transmitting is only performed for a selected one[[s]] of said predefined groups,

wherein said automatically transmitting is conditional upon said new application being added to a group of applications associated with the selected one of said predefined groups of wireless communication devices.

18. (cancelled)

19. (cancelled)

20.(cancelled )

21.(cancelled)

22.(cancelled)

23.(currently amended) The non-transitory machine-readable medium of claim 17 wherein said message is an eXtenstible Markup Language (XML) message.

24. (currently amended) The non-transitory machine-readable medium of claim 17 wherein said message includes a list of applications presently available to said set of wireless communications devices.

25. (previously presented) The method of claim 1 wherein said one predefined group of wireless communication devices is associated with a group of applications and said

transmitting is conditional upon said new application being added to said group of applications.

26. (currently amended) The non-transitory machine-readable medium of claim 17 wherein said computing device is said server.

27. (previously presented) The method of claim 1 wherein one predefined group of said plurality is unselected such that said automatically transmitting is not performed for said unselected group.

28. (currently amended) The method of claim [[3]] 1 wherein each predefined group of said plurality of predefined groups of multiple wireless communications devices represents wireless communications devices allocated to employees of a distinct department of a business enterprise and wherein the applications in said group of applications are all related to one of the distinct departments of said business enterprise.

29. (previously presented) The server of claim 9 wherein one predefined group of said plurality is unselected and such that said automatically transmitting is not performed for said unselected group.

30. (currently amended) The server of claim [[11]] 9 wherein each predefined group of said plurality of predefined groups of multiple wireless communications devices represents wireless communications devices allocated to employees of a distinct department of a business enterprise and wherein the applications in said group of applications are all related to one of the distinct departments of said business

enterprise.

31. (currently amended) The non-transitory machine-readable medium of claim 17 wherein one predefined group of said plurality is unselected such that said automatically transmitting is not performed for said unselected group.

32. (currently amended) The non-transitory machine-readable medium of claim [[19]] 17 wherein each predefined group of said plurality of predefined groups of multiple wireless communications devices represents wireless communications devices allocated to employees of a distinct department of a business enterprise and wherein the applications in said group of applications are all related to one of the distinct departments of said business enterprise.